



Brand Guide

Version 1.0 | 03.22.2016

Purpose

These guidelines have been established to maintain a strong, consistent, and distinctive brand identity for the Town of Edson. Within this document you will find templates and standards to effectively communicate the Town of Edson brand.

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Introduction

The logo for the Town of Edson is clean and contemporary, using natural elements to reflect the growth and vibrancy of the town. The logo is legible and is suited for use in a variety of practical applications. The Edson brand is recognizable and represents the spirit of the town.

The Logo

Primary version

This is the principal version of the logo. It should be used whenever the application permits.



Badge version

This format is ideal for smaller applications where the primary mark does not fit comfortably in (e.g. social media icon) or as a supporting graphical element (e.g. as an accent on a vehicle wrap).





Colour Palette

Two identifiable features of the Edson logo are the river and trees. The river is represented by Pantone 7692, a navy that is a strong yet approachable. This contrasts with the energetic green of Pantone 7480 representing the rich forest and growth surrounding Edson.

The logo is represented with as few colours as necessary to make reproduction of the logo as efficient and easy as possible. Navy is primarily used for best contrast on all mediums. Green gives the brand that punch of colour that really makes the palette identifiable to Edson.

PANTONE 7692 CP

CMYK 100 69 24 7
 RGB 0 85 135
 HEX 005587

PANTONE 7692 CP - 65%

CMYK 63 38 17 1
 RGB 104 139 176
 HEX 688BB0

PANTONE 7480 CP

CMYK 86 0 78 0
 RGB 0 189 113
 HEX 00BD71

Reverse Formats

Primary on PMS 7692



Primary on PMS 7480



Primary on Black



Badge on PMS 7692



Badge on PMS 7480



Badge on Black



The logo should primarily be used on white, but in instances that require another colour as the background only the Reverse Formats of the logo should be used.

Clear Space

To preserve logo integrity, always maintain a minimum area of clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography, or background patterns that may divert attention.

Use the "o" within the logo to gauge the minimum clear space around the logo.

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



Minimum Size

The logo's minimum print size is determined by width. The logo should not be reproduced in a size smaller than 0.75 inches wide in the Primary format. The badge version can be no smaller than 0.5 inches wide.



Logo Misuse

Do not adjust, re-colour, or in any way alter the appearance of the logo. Follow these guidelines and apply them to all documents to stay on brand.



Do not typeset the logo.



Do not use a pattern or gradient within the logo.



Do not rearrange the elements of the logo.



Do not stretch, squash, skew, or distort the logo in any way.



Do not place the logo on a photo or background that compromises legibility.



Do not halftone the logo to appear as a tint.



Do not rotate the logo.



Do not change the colours of the logo.



Typography

Proper typography use is an important part of any brand. The typefaces selected for the Town of Edson brand are clean, friendly, and legible. Do not stray from the specified typefaces, as this will compromise the integrity of the brand.

Adelle Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Adelle Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Adelle Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Typographic Hierarchies

Consistent use of typographic hierarchies ensures clean and organized text layouts that work with the rest of the brand to clearly display information.

Display Tagline

Large Display Text

Use Adelle Bold for all large display text. This style brings a friendly character to large headlines and can scale without being intimidating.

Headline Text

Headings

Use Adelle Sans Bold in sentence case for all headings.

Body Copy

Use Adelle Sans Regular in sentence case for all body copy.

The Town of Edson was named after Edson J. Chamberlain, General Manager of the Grande Trunk Pacific Railroad in 1911.

Branding in Application

In this mock up for print advertising we see clear examples of each font in use. Beginning with the display text Adelle Bold is used for the tagline "yours to discover". The ad copy is comprised of Adelle Sans Regular for body text and Adelle Sans Bold for headings.

Display Text

Over 200km of trails

yours to discover

Just one of our many fantastic winter attractions.

Sed euismod diam quis semper feugiat. Quisque convallis fermentum diam sodales placerat. Aliquam sit amet nulla.

Edson

edson.ca | 780.723.4401

Heading

Body Copy

Vehicle Decals

The logo is to be placed on the forward door panel, if there is another decorative element or door molding it is acceptable to adjust the placement as shown below.

If the vehicle is not white the single colour white version of the logo should be applied unless the colour is light enough to cause legibility issues.



Further Application

The Edson logo is clean and distinctive allowing for a wide variety of applications.

The primary logo or badge may be used interchangeably on promotional material and signage.



Stationery Package

The stationery is informative and nonintrusive to make certain the message is received and understood. The Edson badge is a tasteful embellishment as a small signature to each item.

Number 10 Envelope



Business Card



605-50th Street
P.O. Box 6300
Edson, AB T7E 1T7
www.edson.ca



For Immediate Release

News Release

Director of Operations

Edson, Alberta, Aug 17th, 2015 – As a long time Town of Edson employee gets set to step down, another is stepping up to the plate.

With the impending retirement of Gerry Pellerin, the Town of Edson started the process of finding a suitable replacement. A number of highly qualified applicants were interviewed for the position, but at the end of the day it was a current employee that stood out. Darin Borysko will take over as the Director of Operations on October 8th, 2015.

Borysko has been with the Town of Edson for over 10 years and says he's very excited with his new opportunity.

"I'm very happy to take on this new challenge. My family loves it here in Edson and we're pleased to continue to be a part of the community and to bring forward some positive operational changes to the Town of Edson".

The Town of Edson congratulates Darin Borysko in his new role!

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